ventures like setting up coffee processing industries.

Discovery of new Export items for Boosting Exports

675. SHRI O.P. KOHLI: Will the Minister of COMMERCE be pleased to state:

(a) whether it is a fact that there has been sluggishness in the exports and Government, of late, have not been able to make any dent in export activities except in case of traditional commodities;

(b) if so, what steps Government are proposing to take to discover new items for export; and

(c) what initiative Government have taken to boost the exports?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) Sir, Export growth is being maintained on a higher base achieved in recent years though there is a slow down in the rate of export growth. The share or non-traditional commodities like processed food, chemical and related products, engineering goods, electronic goods, projects goods etc. in total exports has shown an increase of late.

(a) and (c) Export promotion measures are being taken continously to promote exports. These include interactions with trade and industry, debottlenecking of export infrastructure, simplification of policies and procedures, involvement of State Governments in export efforts etc. Based on discussion with trade and industry the Government is evolving a medium term strategy to focus on markets and commodities for giving thrust to export promotion efforts.

Target for Coffee Export

676. SHRI SANJAY DALMIA: Will the Minister of COMMERCE be pleased to state:

(a) the total quantity of coffee exported and the foreign exchange earned therefrom during each of the last three years upto March 31, 1997, country-wise;

(b) whether any target has been fixed for the export of coffee during the current year;

(c) if so, the details thereof; and

(d) the steps taken by Government to boost the export of coffee during the current year?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) The total quantity of coffee exported and the foreign exchange earned therefrom during the last three years is given below:

Year (April-March)	Quantity (in tonne)	Value (US $ million)
1994-95	1,37,395	342.12
1995-96	1,70,990	456.00
1996-97 (Provisional)	1,79,418	448.67

Country-wise details of export of coffee is available in the Foreign Trade Statistics of India published by DGCI&S, copies of which are available in the Parliament Library.

(b) and (c) Yes, Sir. A target of 1,65,000 tonnes has been fixed for export of coffee during hte current year.

(d) For boosting export of coffee, the Coffee Board is focussing on targetted import markets like USA, Japan, Russia. Middle East Countries, etc. The Board will also participate in selected food fairs/exhibitions abroad in active association with exporters. release advertisements on unique features of Indian coffee in selected overseas trade journals. Sponsor trade delegations/invite delegations of roasters from all the target markets to India, arrange service of Indian coffee abroad through our Embassies, distribute gift packets of Indian coffee through Indian Embassies on special occasions and festivals. promote logo for Indian coffee, and publish and distribute literature on Indian coffee.

Decline in Export of Tea

677. DR. D. VENKATESHWAR RAO: Will the Minister of COMMERCE be pleased to state: